

Handout 1

In groups match the key vocabulary to the correct definitions. Research the words and their correct definitions using your coursebook and the internet to help you.

Key words	Definitions
1) internal	a) <i>what is right or wrong</i>
2) external	b) <i>a measure of how much profit a product or service might make</i>
3) ethical issues	c) <i>a large market</i>
4) principles of marketing	d) <i>the division of customers into smaller groups based on their features</i>
5) profitability	e) <i>outside (a business)</i>
6) brand awareness	f) <i>a small market</i>
7) mass market	g) <i>to understand the name of a company and the products that they sell</i>
8) broad marketing campaign	h) <i>inside (a business)</i>
9) niche market	i) <i>to recognise, anticipate, stimulate and satisfy demand</i>
10) market segmentation	j) <i>attracting a variety of people</i>

Task A: Rearrange the words to form complete sentences.

1. We / face / issues. / ethical / will / I / think

2. will /our / by / on / T.V. / product / advertising / sell / We

3. that / most / our / product. / customers / think / I / will / buy

4. will / to / buy / by / discounts. / encourage / product / We / our / customers / offering / this

Task B- B. Underline the correct option for each sentence.

1. I think we will *face/facing* some ethical issues.

2. We will *selling/sell* our product by advertising on T.V.

3. I think that most customers will *buy/buying* our product.

4. We will *encouraging/encourage* our customers to buy this product by offering discounts.